

BRENTWOOD BERRY GARDENS

P. O. Box 49801 - Phone GRanite 2-0784

Los Angeles 49, California

National Agricultural Library
RECEIVED

★ JAN 27 1964

U. S. Department of Agriculture

OLALLIE BERRY

A Cross of Young x Black Logan

Far Outyields Boysenberry

In Riverside County Olallie outyielded Boysen 2½ to 1; in Orange County they far outyielded Boysen, producing 15 tons per acre. In Santa Barbara they yielded 2 trays per plant the first season, far outyielding Boysen, being several weeks earlier than Boysen and even much earlier than Young, bringing top prices, and the crop lasted till after Boysens were gone.

A Redlands grower who got 500 plants from us wrote after the first crop that the Olallies "sold like hot cakes" and said to save him 500 plants for the next season.

A Russian River district grower was afraid Olallie would not do well in the northern climate but found they did extremely well and found a terrific demand for these berries and has no problem in selling them.

A Seattle grower wrote: "Your Olallie berry is the finest blackberry I have ever grown, and on account of its habits I thoroughly enjoy picking them."

Olallie is resistant to verticillium wilt and sunscald to both of which Boysen is subject and resists adverse soil conditions far better than Boysen, raspberry, strawberry, tomatoes, peas, etc., and we have been told it stands more cold than Boysen. The berries are not so large as Boysens but are firmer and better keepers and shippers and easy to pick, well adapted to canning and freezing and delicious in fresh, in pies, cobblers, jam and jelly.

A Los Angeles produce dealer reported a very strong demand for Olallies. Cleugh's Frozen Foods reported a strong demand for them among frozen food operators, that they freeze firm and do not bleed, making a top pack, with a strong demand in the "pie trade".

OLALLIE PLANTS

250 or less, prepaid; 500 or more, Exp. Coll.

10	50	100	250	500	1000
\$3.50	\$10.00	\$18.00	\$40.00	\$70.00	\$130.00

Add 4% Sales Tax to California orders

Planting and cultural directions

free with all vine berry orders.

Each season in recent years we have sold out of OLALLIES, also King Nectars, and had to retuen orders, so ORDER EARLY.

✓ KING NECTARBERRY

Our grower of this berry in San Diego County wrote: "The grower of the King Nectarberry had a commercial planting of the original Nectarberry in Oregon and noticed this sport in the planting, different from the others, and went to work and developed from this sport and called it King Nectarberry. *It is a great berry and we have proven here that it can be eaten by people who can't eat other blackberries on account of the acid, and the discoverer of the King Nectarberry said on account of the less acid in this berry it could be eaten by diabetics.* He also said some people get as high as 21 lb. per plant and bearing 60 days but I have never gotten this much nor 60 days yield as it gets too hot here in July, we end up here about July 10.

"To us and many of our customers the Boysen is nowhere like the King Nectar in flavor. King Nectar is a great berry, you eat many berries before you get a seed in your mouth. All the people who have eaten them for the first time exclaim, 'Oh, no seeds!' I tell them, 'You will find them if you eat a few.' Many people say King Nectar is far away a better berry than Boysen."

Price of King Nectarberry plants is same as Olallies.

✓ SUNRISE RED RASPBERRY

Sunrise is a very early berry, a grower in Covina, Los Angeles County, told us it is 3 weeks earlier than Willamette as well as a lighter color which he said makes it more popular on the Los Angeles market. He was growing 4 varieties and rated Sunrise best. A Santa Clara County grower just wrote: "The yield of Sunrise is very large in both the spring and fall crops, the color is good and the berry is firm. Between the Marcy and Sunrise, the former has the more favorable flavor; I consider Sunrise a better berry for marketing purposes and care." A Santa Monica grower said they produced up to Christmas.

Sunrise is a large berry, with small drupelets, which makes it a very attractive berry; the berries are of superior quality, firm, fine textured, juicy, non-crumblly, mildly subacid in flavor with a good raspberry aroma. Sunrise has a long picking season because it produces a number of long shoots which come from buds near the base of the canes which are much later than the fruiting laterals towards the tips of the canes. Another Covina grower told me he helped to produce a good fall crop by withholding water after the first crop was through and letting them get dry, then shooting the water to them and they came on with a good fall crop. He says the canes are sturdy and stand up much better than Indian Summer. Sunrise is very hardy, having come through severe winters in the East uninjured where some other varieties were severely injured. A Santa Clara Co. grower has ordered 6,500 Sunrise plants from us for December planting.

SUPPLY OF SUNRISE PLANTS - LIMITED - ORDER EARLY

CANBY RED RASPBERRY

THORNLESS

Canby was developed at the Oregon Experiment Station. The berries are large, only slightly smaller than Willamette, have good color and flavor, keep well as a fresh market berry and long distance shipment and are very satisfactory in the frozen pack. Their bright, medium-light red color gives them an attractive appearance superior to that of Willamette berries. They have been found to be among the best in retaining color, firmness and texture after holding at room temperature for several hours and in cool storage for several days.

Canby is sensitive to unfavorable soil conditions so they shouldn't be planted on soil that is heavy and has a tight clay subsoil, or is poorly drained.

MARCY RED RASPBERRY

We have tried to get reports from growers of Marcy but have received only a few. One in Santa Clara Co. writes: "Marcy is a consistently soft berry. I consider Sunrise a better berry for marketing and care." Another grower wrote: "Compare to other varieties we grow - Marcy is not good for commercial production....Color was good but it is too soft and hard to pick, was not good for shipping.."

PLANTING AND CARE OF STRAWBERRIES

Strawberries need sun and should have several hours of it every day. They wont do well in full shade.

The common practice is to plant on raised beds, two rows to the bed. Distance from center to center of beds varies, usually 36 to 40 inches. The bed should be 18 to 20 inches wide on top of the beds which are formed in making the furrows between the beds. The common practice now is to set plants in the fall and keep the runners off, which saves a year in getting a crop, as fall-set plants will start bearing the following spring. The plants are usually set 8 or 9 or more inches apart. This method takes from 16,000 to 25,000 plants per acre. The plants are irrigated in the furrows between the beds.

NOTE. Fall planting, if runners are kept off, gives a crop the following spring, and in the case of the University varieties on into the fall. In the case of true everbearers planting can be done in winter and spring as well as in fall and still get a crop the same year, but this does not apply to the University varieties which are not true everbearers. Summer planting has been found to give an even better crop the following year than fall planting and some growers wont plant any other time. Of course winter or spring planting is all right for others than everbearers if the plan is to build up a fruiting bed with runners for the following year.

Everbearing Strawberries

red rich

EVERBEARING
PLANT PAT. NO. 993 R

STRAWBERRY

From 1951 on we have received many highly favorable reports on RED RICH, the latest being from Salt Lake City dated 10/31/62: 'I planted four dozen RED RICH strawberry plants last spring, and as far as I know, there is no strawberry to compare with RED RICH. But in some soils they don't seem to do well at all. My friend who has a patch of these says they grow beautiful plants but hardly any berries in his soil which is sandy loam, rocky and hard when dry. He thinks it lacks potash. They do fine in my soil though, which is dark and heavy soil. They grow lots of large, tall leaves, about a foot tall, and lots of berry stems. The size of the berries varies from small to large, with lots of medium size and quite a lot of large berries. Their flavor is excellent, and every berry tastes just the same flavor regardless of size. Each berry stem has lots of berries, about 10 to 25 on each one and the stems are long and quite strong. They bear heavily all summer long and are still putting on a few. They also make a very heavy production of runners. RED RICH is really a strong, vigorous growing plant, producing beautifully red, wonderfully delicious berries. If you grow RED RICH you can discard all others, as none compares with it.' This is an unsolicited report.

Other reports in high praise of RED RICH came from El Monte, Duarte, Azusa, Downey, Vista, Carlsbad, Del Mar, Cucamonga, Bakersfield, San Luis Obispo, Visalia, Ojai, Modesto, Redwood City, Los Altos, Riverbank, Sunnyvale, San Bruno, Hayward, Santa Cruz, San Mateo, Jackson, Madera, Greenfield, Berkeley, Paradise, Fairfield, Upper Lake, McFarland, Saratoga, Napa, Citrus Heights, Berry Creek, Little River, Yorkville, Eureka, Arcata - All in California; Medford, Mapleton, Lebanon, Heppner, Salem, Corvallis - all in Oregon; Orchards, Spokane, Bellevue, Chelan, Yakima, Chinook, Puyallup, Kirkland, Seattle - all in Washington; Salt Lake City, Utah; Samuels, Ida.; Sardis, B. C., Canada; Cornville, Ariz.; Phillipsburg, Kansas; Plainfield, New Jersey.

✓ **OGALLALA.** This everbearer was developed in the Wyoming and Nebraska Experiment Stations, a cross of the wild Rocky Mountain strawberry x Standard varieties, resulting in a berry said to retain the wild strawberry flavor together with the better size and other good qualities of the standard varieties. It is unusually hardy and extremely forst-resistant, even at the time of blossom set.

✓ **HONEY-LUMP.** Plant Patent No. 1989. No sugar needed to enjoy these honey-sweet berries - a boon to diet watchers! Refractometer tests proved Honey-Lump highest of all in natural fruit sugar. They're noticeably sweeter too - you can taste the difference. They'll keep bearing till snow falls. They're winter hardy in northern Minnesota.

✓ CHIEF BEMIDJI. - Plant Patent No. 2147. Extremely hardy, survives 40 below zero at Bemidji, Minn. without winter cover. Said to be big yielder of bright red fruit with luscious, sweet high-strawberry flavor; firm, bright red clear through. Not only the original plants but first and second runners will bear first season. Big, vigorous plants hold fruit well above ground.

✓ 20TH CENTURY-UTAH CENTENNIAL. This is the improved 20th Century, the same variety being sold under both names. A report from Utah states that the Japanese growers in that area still stick by the Utah Centennial. A report from our grower in Oregon says: "We have found Utah Centennial a much nicer berry than the old 20th Century. In every respect we like it better than any other everbearing. Believe it to be larger throughout the season than others. We like the flavor, it compares with Rockhill. We pick here till frost kills the blooms."

✓ STREAMLINER. Originating in northeastern Oregon at an elevation of 3,000 feet where it gets very cold, it is very hardy. Received high praise in reports from Los Angeles to Seattle, productive, good size, good color, delicious flavor, Starts bearing 60 days after planting and runner plants bear same season. Good fresh or for quick freezing.

UNIVERSITY VARIETIES

Dr. Bringhurst, Assistant Pomologist of the University of California at Davis, has said that while the University varieties are not true everbearers technically, they act like everbearers in that they produce crops from spring to frost.

✓ LASSEN and SHASTA. Shasta is the main commercial strawberry in Central California and one of the best flavored of the University varieties. Lassen, while not equal to Shasta in flavor is unequalled in yield in Southern California and is also favored in the great Central Valley.

✓ SOLANA. This is a later release of the University and is especially suitable for growing in Southern California; it is superior in quality to Lassen and Mr. Victor Voth of the South Coast Field Station says second year Solana compares favorably with Lassen and recommends summer planting for Solana in Southern California.

✓ WILTGUARD. This is a later release of the University which they found to be resistant to verticillium wilt. A grower in San Diego County says of Wiltguard: "THAT is a STRAWBERRY! Everyone that tastes them says the best strawberry they ever tasted! One of our best customers filled a whole freezer full of them and another freezer with Olallies and King Nectars. They have more juice than the other strawberries and they stand up in freezing. When I got my first 24 plants they were as dry as match sticks. I soaked them while getting a row ready then planted them and in 10 days the little things were blooming! This spring they were all grown in one big clump, I took them out with blossoms and fruit on them, and lost one plant, all the rest carried on blooming and fruiting!" We have only a very limited number of these to offer - FIRST COME, FIRST SERVED!

CASCADE BERRY

Unequaled in Flavor

Cascade was developed at the Oregon Experiment Station, a cross of the Zielinski selection of trailing wild blackberry and the Loganberry. The canes of Cascade are somewhat more slender and are more basal branching than those of Loganberry. It makes an especially vigorous growth the first season after planting, and makes a good crop the following year. The high yields of Cascade sometimes exceed those of Boysen.

The fruit is glossy and dark red to almost black and is borne on medium-long laterals. The berry is long, similar to that of Logan in shape and size, but in general not quite so large as well-grown Logans. It is softer than Logan and so may not be so satisfactory for the fresh fruit market. The fruiting season of Cascade begins about with that of Logan. It is earlier than Boysen but the end of the fruiting season approximately coincides with that of Boysen.

In eastern Washington at the Irrigation Branch Experiment Station at Prosser, Washington, Cascade outyielded all other trailing blackberries in the test.

The flavor of Cascade, finest of all berries of this type is most evident fresh, frozen, and in preserves, jam, jelly, juices and puree. We ate some fresh-picked Cascade berries at Boring, Oregon, and the flavor was the most delicious we ever tasted. The grower there said: "I think Cascade is the finest flavor of all both for jam and freezing."

Dr. George M. Darrow, of U.S.D.A. Station at Beltsville, Maryland, said in American Fruit Grower: "Cascade is notable for its fine flavor and attractive appearance in frozen pack. It is the home garden variety without an equal in flavor for use fresh, as jam and frozen."

THORNLESS LOGANBERRY

A large commercial grower in Oregon told us Thornless Logan outyields the thorny Logan, besides being so much easier to train the vines and pick the berries, as well as less expensive.

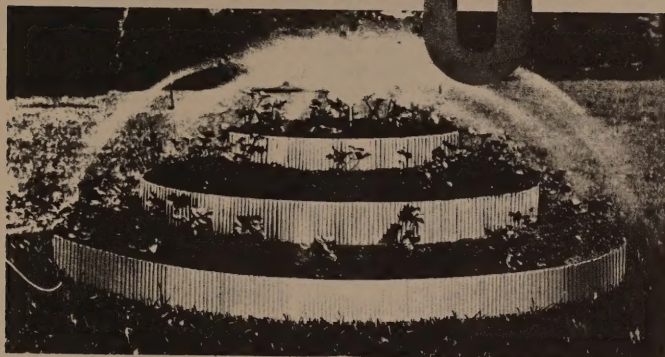
The Loganberry is a long berry of an attractive deep red color. It originated in California and has been grown successfully on this coast for many years. It is a tart berry, with a delightful flavor different from any other, and is highly prized for jam and jelly making and for juice, as well as for pies. Large acreages are said to be planted to this variety in the Watsonville district.

GROWERS PLEASED WITH OUR PLANTS

A grower in Atherton, Calif., just wrote: "I am very pleased with your plants." Also he says of a neighbor who got Marcy and Willamette from us: "I must say he is very satisfied with both varieties." We have also received many other reports from our customers who were pleased with our plants and our service.

Judson **PYRAMID**[®] terraced garden

**NEW — LOWER PRICE
ANNOUNCED FOR PYRAMID!**



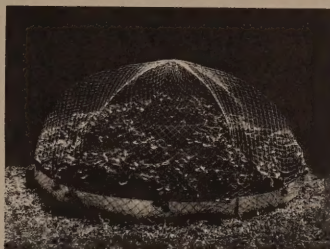
The Judson Pyramid Terraced Garden is SIX FEET in diameter with three planting terraces. The 5-inch aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid Terraced Garden box and includes the sprinkler head, tubing and hose connection. Additional sales folders available.

PYRAMID[®] accessories



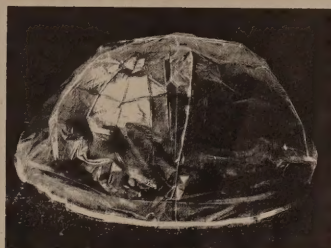
support frame

We have entirely re-designed this new support frame. Separately packaged—made of green plastic covered steel wire to form a perfect hemisphere over the Pyramid Terraced Garden. Frame is required for both netting and plastic cover.



netting

This newly designed net is made for us by people who manufacture marine netting. Net is suspended over support frame and hooks under bottom terrace. Protects Pyramid Terraced Garden from birds, also holds mulch for winter protection.



plastic cover

Completely new plastic cover designed for new frame. Can be used in two ways: 1. For early planting and frost protection of strawberry plants. 2. Can be used as a hotbed for production of vegetable plants to be transplanted.



price list		Retail Prices Postpaid from BRISTOL, INDIANA
PYRAMID Includes complete sprinkler, tubing, hose connection.		\$7.95
ACCESSORIES FOR PYRAMID SUPPORT STRIPS		3.30
COVER (Plastic)		4.95
NET		6.35

West of Denver, Add 10%.

PRICE LIST OF PLANTS, 1962-1963 - 64

TERMS: Net cash with order, plus sales tax in California

FOLLOWING PLANTS SHIPPED FROM OREGON

	Postage Prepaid			Express	Collect
	25	50	100	500	1000
STRAWBERRY					
Shasta.....	\$ 2.50	\$ 3.50	\$ 5.50	\$11.00	\$ 18.50
Lassen.....	2.50	3.50	5.50	11.00	18.50
Northwest.....	2.50	3.50	5.50	11.00	18.50
Puget Beauty.....	2.50	3.50	5.50	11.00	18.50
Marshall.....	2.50	3.50	5.50	13.50	22.00
Siletz.....	2.50	3.50	5.50	13.50	22.00
Streamliner.....	3.00	4.00	6.50	13.75	22.50
Utah Centennial.....	3.50	5.00	7.50	15.00	27.50
20th Century.....	3.50	5.00	7.50	15.00	27.50

RASPBERRY -----	10	50	100	500	1000
Canby.....	3.00	6.50	10.50	30.00	50.00
Willamette.....	3.00	6.50	10.50	30.00	50.00
Newberg.....	3.00	6.50	10.50	30.00	50.00
Cuthbert.....	3.00	6.50	10.50	35.00	62.50
September.....	3.00	6.50	10.50	35.00	62.50
Munger Blackcap.....	3.50	6.75	11.50	40.00	77.50
Morrison Blackcap...	3.50	6.75	11.50	40.00	77.50

VINEBERRY

Thornless Loganberry	3.50	8.50	14.50	50.00	95.00
Cascade Blackberry	3.50	8.50	14.50	50.00	95.00

FOLLOWING PLANTS SHIPPED FROM ARKANSAS

Sunrise raspberry	3.00	6.50	10.50	32.50	55.00
Latham raspberry	3.00	6.50	10.50	30.00	50.00
Cumberland Blackcap	3.00	6.50	10.50	30.00	50.00

VINEBERRY

Boysenberry.....	3.00	6.50	10.50	30.00	55.00
Thornless Boysen....	3.00	6.50	10.50	30.00	55.00
Youngberry.....	3.00	6.50	10.50	30.00	55.00

THESE ARKANSAS PLANTS ARE GOING FAST - ORDER EARLY

FOLLOWING PLANTS SHIPPED FROM INDIANA

POSTPAID

STRAWBERRY	12	25	50	100	500	1000
Red Rich.....	\$2.95	5.00	8.50	15.00	62.50	120.00
Ogallala		2.50	3.50	6.50	20.00	35.00
Honey Lump		3.50	6.00	9.50	40.00	70.00
Chief Bemidji	2.45	3.50	6.50	9.50	40.00	70.00

Following plants shipped from California

Wiltguard.....	2.00	3.50	6.00	10.00
----------------	------	------	------	-------

Add 4% Sales Tax to California Orders

Orders subject to prior sale

Prices subject to change without notice

BRENTWOOD BERRY GARDENS

P. O. Box 49801, Los Angeles 49, California